

It's Easy to Use Big-Sounding Words and Make Grand Promises on Paper, BUT IF STRAUSS BROTHERS

WERE TO FOLLOW THE GENERAL RICHMOND DRY-GOODS FASHION THE ENGLISH LANGUAGE WOULD HAVE TO BE REMODELED TO SHOW HOW FAR THEY SURPASS ALL CONTEMPORARIES...

A FEW BARGAIN FIGURES MAY SPEAK LOUDER THAN WORDS, AND SO THE PUBLIC HAD BETTER LOOK THE FOLLOWING LIST OVER THIS MORNING:

Monday, April 30th. DOMESTIC... Monday, April 30th. DEPARTMENT... Monday, April 30th. DRESS GOODS... Monday, April 30th. DEPARTMENT... SILKS AND VELVETS... COSET DE... HOSIERY... 1409 Main St. Telephone 701.

WARM WEATHER TALK.

THE COOL WEATHER HAS NOT DAMPENED OUR ANDOUR TO KEEP AHEAD OF THE TIMES.

ANOTHER ONE OF OUR SPECIAL FEATURES.

200, 200, 200, 200, 200, 200. 200 SUITS BALBRIGGAN UNDERWEAR.

Special-Feature Price. We will keep these goods on our counters for two days only—MONDAY AND TUESDAY, April 30th and May 1st.

Clothing Department

1st Lot 1/2 Blue and White Checked Cotton, full yard wide, at 25c. 1st Lot 1/2 Blue and White Checked Cotton, full yard wide, at 25c.

HATS AND GENTLEMEN'S FURNISHINGS

1st Lot 1/2 Blue and White Checked Cotton, full yard wide, at 25c. 1st Lot 1/2 Blue and White Checked Cotton, full yard wide, at 25c.

JULIUS SYCLE & SON 213 EAST BROAD STREET.

SPECIAL ANNOUNCEMENT TO THE PUBLIC.

IT GIVES US PLEASURE TO CALL ATTENTION TO OUR STOCK. IN NO PREVIOUS SEASON HAVE WE ENDEAVORED TO SHOW SUCH A BEWILDERING DISPLAY OF NOVEL AND BEAUTIFUL DESIGNS...

WE THINK THAT NO BUYER CAN EXAMINE OUR STOCK AND FAIL OF BEING SUITABLY SUPPLIED IN EVERY RESPECT WITH THE ARTICLES IT IS DESIGNED TO PURCHASE...

Our 60c. All-Wool Dress Goods, in patterns, at 37c. a yard.

JULIUS SYCLE & SON, 213 east Broad street.

LOOK ON EIGHTH PAGE FOR ISAAC SYCLE & CO'S ADVERTISEMENT. SEE EIGHTH PAGE FOR L. ROSE & SON'S ATTRACTIVE ADVERTISEMENT.

COHEN BROTHERS, THE REPRESENTATIVE HOUSE OF THE SOUTH.

THE LEVERAGE IN THE PURCHASE OF THEIR GOODS HAS BROKEN THE BONDS OF GENERAL VALUES, AND TO-DAY THEY STAND AS ORIGINAL IN PRICES AS THEY DO IN THE SUCCESS OF A BUSINESS THAT HAS RUN IN ADVANCE OF EVEN THE GROWTH OF THE CITY.

THEY GIVE BELOW A PRICE-LIST OF ARTICLES WHICH IN GREAT PART REPRESENT LAST WEEK'S PURCHASES, AND WHICH WILL BE FOUND IN MANY INSTANCES AS EXTRAORDINARY AS THE THOUGHT THAT THESE GOODS COULD, IN BONA-FIDE TERMS, BE TURNED OVER TO YOU AT THESE PRICES.

As Want of Space Prevents the Exhibit of Many of These Goods You Must Ask Our Salespeople for Them. As Usual, Every Article Will be Found as Good or Superior to Advertised Description.

The Mourning Fabrics... White Goods... Pillow Linens... Linen Sheeting... Jerseys... Dress Trimmings... Silks and Silk Materials... Ribbons... HANDKERCHIEFS... Ladies' Embroiderments... Promiscuous... THE EMBROIDERIES & LACES... THAT THIS WILL BE A WEEK SUCH AS OUR HOUSE HAS NOT SEEN BEFORE IS CAUSED AND GUIDED BY THE FORTUNATE PRICES AT WHICH WE BOUGHT THE GOODS...